PRODUCT SHEET
DASHBOARD

ISO 27001 Security

Marketing Partner
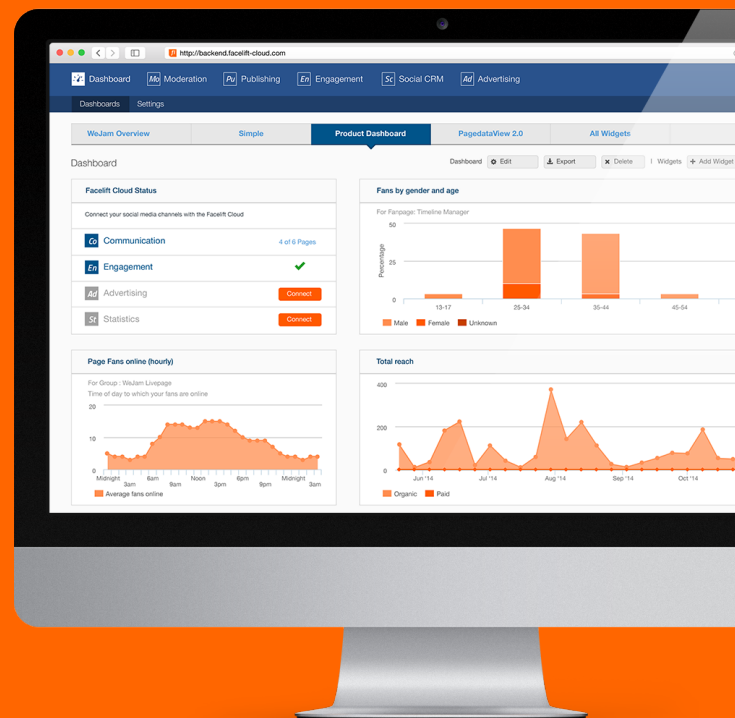
Instagram Partner

facelift cloud

Dashboard

facelift

Features Summary

These widgets are currently available for you to choose from:

Moderation Module
Facebook widgets:
- Page Group Insights
- Pages Insights
- KPIs
- Posts
- Fan pages
- Pages

And 4 widgets each for:
- Instagram
- LinkedIn
- Twitter
- YouTube

Advertising Module
- Insights
- KPIs

Trendwatch Module
- Stream Content
- Charts
- KPIs
- Ubermetrics Mentions

Engagement Module
- Action Insights
- Action Overview
- Hub Insights

Custom Widgets
- User Defined
- iFrame
- Links
- Text
- News (RSS-/Atom-Feed)
- To-Do List
- Weather

Support Widgets
- Support
- Facelift Clouds Announcements
- Facelift Cloud Changelog
- Facelift Cloud Video
- Facebook Status

Your individual Dashboard for a quick overview of your social media marketing activities with the Facelift Cloud. Converts complex data into useful information for prompt action.

All figures, metrics and KPIs at a glance: Your individual Dashboard

The Dashboard of the Facelift Cloud has only one task: to provide a quick overview of all of the information relating to your social media marketing activities. This will show you all relevant information so that you can immediately see where there is a need for action.

You will never lack relevant data, because activities on social media channels generate new data every second. It is therefore very crucial to convert data into relevant information – in order to gain an overview and to be able to make the right decisions quickly.

Your personal Facelift Cloud Dashboard can make a decisive contribution to this. Due to the integrated architecture alone, the Facelift Cloud offers the enormous advantage that the entire data from all of your social media marketing activities – ranging from community management over engagement to advertising – is centrally hosted and available to you in real time. In the Trendwatch module, this data is aggregated and presented comprehensively. It is the job of the Dashboard to show you the key figures, metrics and KPIs on only one page in a simple and visually pleasing way.

The Dashboard immediately shows you where there is a need for action

The comprehensive view of the big picture was in focus when designing the Facelift Cloud Dashboard. In order to display the relevant information for you in a compact and visually appealing manner on a monitor page, different page designs and individually configurable widgets are at your disposal. This way, you can very easily and quickly create different dashboards for different tasks, projects or teams, release these for different persons and even export them – if desired they can even be automated to send by email. Each Dashboard allows you, and your team members, quick insights and access to relevant metrics, figures and KPIs for your everyday work in social media marketing. With the right dashboards, it is easier for you to a) create unison for all those involved in the team, since everyone can view the same data and values, b) to therefore accelerate decision-making and c) to ultimately improve the ROI considerably.

facelift cloud

Dashboard

Features Summary

Create **Individual dashboards** for the Facelift Cloud quickly in four simple steps

1. step:
Create Dashboard
- Title
- Nickname
- Description
- Structure (8 different designs are available to choose from)
- Private Dashboard /team Dashboard

2. step:
Select widgets ...
Practical widgets are available from the following categories:
- Statistics
- Lists
- Messages
- Custom
- System
- Help

... and configure widgets
and therefore adapt to your individual requirements

3. step:
Use the Dashboard privately or make available to others

4. step:
Export the Dashboard or data from the Dashboard safely

Create dashboards easily via drag & drop and configure widgets

Countless practical widgets to easily configure your personal Dashboard are immediately available, and more are being added on a monthly basis. This way, you can display the most important KPIs for your specific task, such as fan growth on all or select pages, the engagement rate from any post or the mood of postings and comments. Regardless of the metrics, figures or KPIs you want to track and show – the widgets can easily be configured to suit your individual requirements. If you would like, you can have current posts from your fan pages shown in the Dashboard or integrate external data sources. Whatever is important for you – and/or your team – you can certainly display it in the Dashboard. In addition to the dashboards to which you can also grant others access, you can also create "private" dashboards that only you can access.

Your Dashboard as a quick springboard into the Facelift Cloud

See, recognise, act – this is the efficient working method on which the Dashboard is based. 1. You see the most important aspects at a glance. 2. You can recognise where there is a need for action. 3. One click, a new window opens and you are taken directly from the corresponding widget of the Dashboard to the corresponding point in the Facelift Cloud where you can act immediately.

Eight advantages that the Dashboard of the Facelift Cloud has to offer:

1. Allows you to **keep an eye on the big picture** since the most important information can be recorded and monitored at a glance
2. Ability to create, share and export **individual dashboards** for all requirements
3. Countless **widgets for internal and external data sources** are available to choose from and are fully customisable
4. Track, analyse and visualise **all relevant figures, metrics and KPIs** in real-time
5. **Make better decisions**, you can always make your decisions based on current information
6. Inform and **control teams better**, as dashboards enable the structured access to the right information
7. **Respond more quickly** to avoid problems or take advantage of opportunities – You immediately detect where there is an acute need for action
8. Use the **Dashboard as a springboard for your activities** – since you can jump from the widget directly into the respective application of the Facelift Cloud

---

Dashboard

A new Dashboard is easily created: Define the basic settings, select widgets, configure access and export … and you're done.

Step 1: Define the basic settings

In principle, you can create as many dashboards as you want and release these for others or use them as private dashboards. For a new Dashboard, simply click on the plus sign in the navigation bar and a window will open in which you can specify the following basic settings for your new Dashboard:

Define Dashboard name

Specify the name under which you want to save the Dashboard. It should be self-explanatory as it will always act as the headline of the Dashboard.

Define the Dashboard nickname

Define the nickname here under which the Dashboard will be saved in the navigation.

Define the Dashboard description

The description is used, among other things, to make the Dashboard concept understandable for others.

Select the Dashboard structure

Eight different basic layouts are available to choose from for the basic design of the Dashboard.

Mark as a "private Dashboard"

If a Dashboard is only specified for you and is not to be used by others, simply check the box here and the Dashboard is only visible for you.

Of course, all settings can also be subsequently changed!
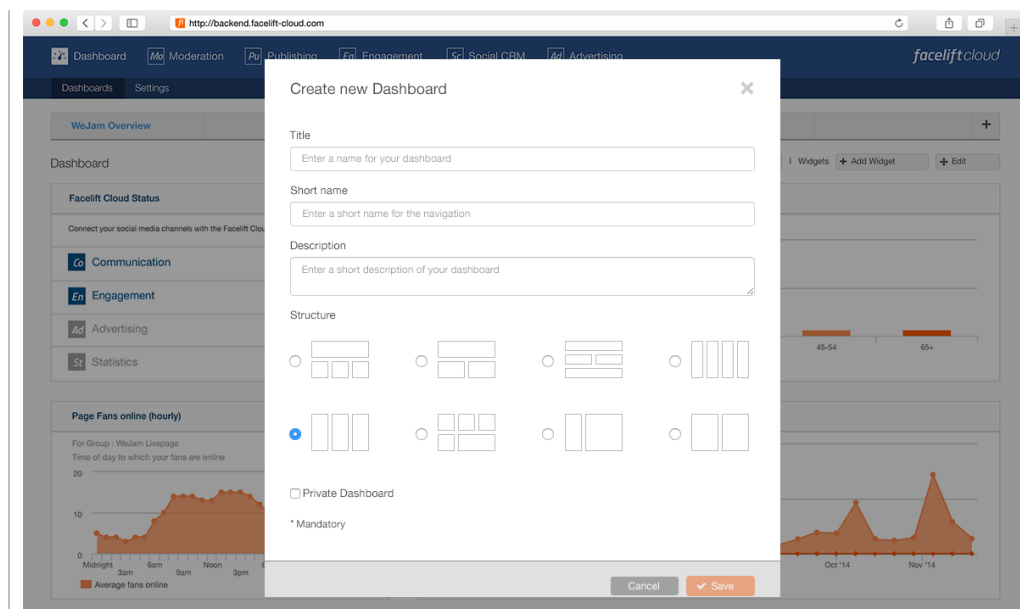
Dashboard

Step 2: Select and configure widgets

Once you have created the Dashboard, you can add widgets to have your desired indicators, metrics, KPIs or other important information displayed to you in a targeted manner. More than 20 individually configurable widgets are currently available to you for internal and external data sources.

This way, you can display the most important KPIs for your specific task, such as fan growth on all or select pages, the engagement rate from any post or action or even the mood of postings and comments. Regardless of the metrics, figures or KPIs you want to track and show – the widgets can easily be configured to suit your individual requirements. If you want, you can also have current posts from your fan pages shown in the Dashboard or integrate external data sources.

Step 3: Use the Dashboard privately or make it available to others

In general, you can release each Dashboard for others in the "Rolls and Rights Dashboard" or use it as a "private Dashboard" in the basic settings. dashboards that you also make available to others are used so that all participants understand the important figures and collectively make better decisions.

Step 4: Export Dashboard or data from the Dashboard

In principle, you can print any Dashboard or export it as a PDF. An automated e-mailing of select dashboards will be available in the near future as a practical feature. In addition, you can print each individual chart and export them in the following file formats: PNG, JPEG, PDF, SVG or CSV. Each setting can be changed at any time.

This is what a typical Dashboard may look like:
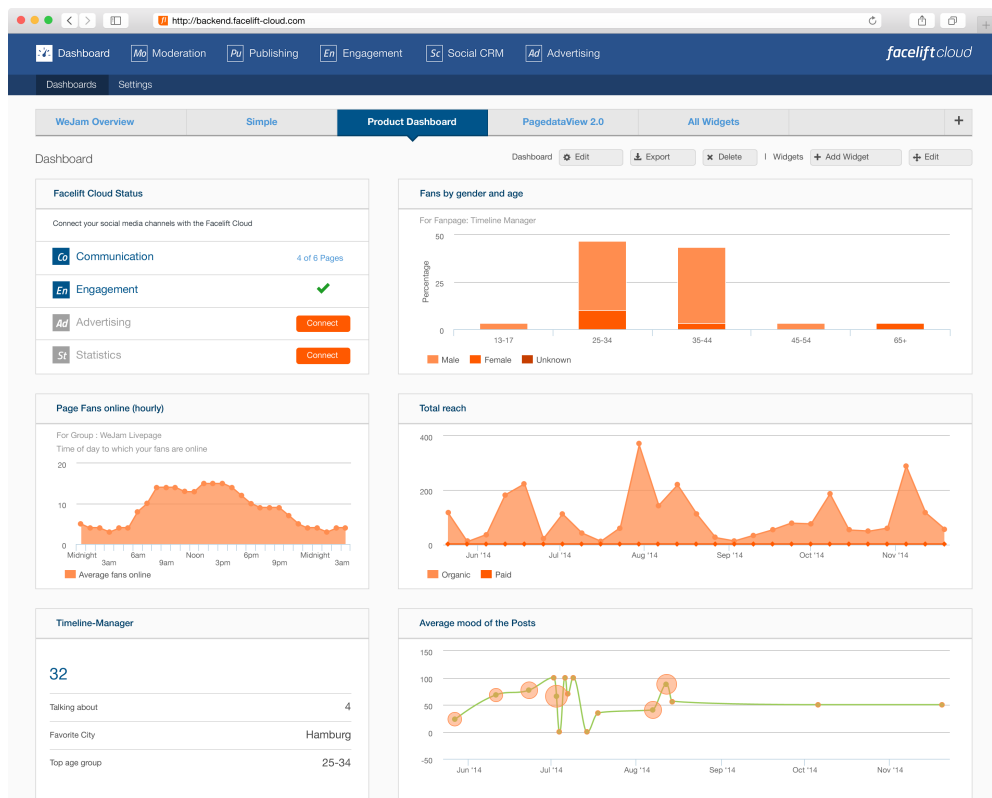
About Facelift

With over 200 employees and more than 1,200 customers worldwide, Facelift is the leading provider of social media marketing technologies in Europe. Facelift Cloud is a multi-certified software solution with all components for professional social media marketing at enterprise level.

Facelift Cloud is fully hosted in Germany as a SaaS (Software as a Service) system, is ISO 27001 certified and thus meets the highest IT security standards. Facelift is part of the official Facebook Marketing Partner Program and Instagram Partner Program.

Facelift brand building technologies GmbH
Gerhofstr. 19 | 20354 Hamburg | Germany
www.facelift-bbt.com | + 49 40 2286 849 0